

**Longmont Downtown Development Authority**  
**Wednesday, May 25, 2022 Board Meeting**  
**4:15 pm – 320 Main St. (LDDA Office)**

**Present:** Chris McGilvray; Wes Parker; Kirsten Pellicer; Jim Wardell; Shiquita Yarbrough; Ex-officio Member - City of Longmont Jim Golden

**Absent:** John Creighton; Joe Perrotto; Emelie Torres (LDDA)

**Staff:** Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS - none

3. APPROVAL OF AGENDA

Motion: Kirsten Pellicer moved to approve the agenda, Wes Parker seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

Motion to approve the April 27, 2022 Board Minutes: Jim Wardell moved to approve the minutes, Wes Parker seconded the motion. The motion passed unanimously.

5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none

6. NEW BUSINESS

- a. Development Update – Review of TIF scoring sheet, as determined at the 2021 Board Retreat  
Development review. Some updates, especially to the 200 block. Kimberlee presented a map of developments in progress, proposed, and available for development between Boston and 4<sup>th</sup> Ave. (Main to Martin St.) Board held discussion of this area and priorities so she can relay these to potential developers. Kirsten asked to add the W side of Main St. 200 block, especially the alley improvement. Kimberlee pointed out the top TIF priorities compared to projects in this area.

Board questions:

What type of project would we want to see redeveloped on the 200 Main St. lot:

1. Is it a prime site for mixed use? Yes.
2. What kind of housing fits best?
  - For sale and as high as can be built.
  - Attainable housing.
  - A storefront 1<sup>st</sup> level would be valuable so close to South Main Station.
  - Kimberlee said entertainment is a big gap in Downtown. Board agreed.
  - Grocery store.

Being it's on a slope, could go more stories. Five is probably the maximum.

Spoke on Coffman residents are moving in. Garage not open yet and will open to public around mid-June. It is still an active construction site. Working on parking signage details so it's clear where people are allowed to park. BCHA selected LAZ parking to manage and enforce garage. They can write tickets, collect money, etc. and turn fines over to us which we would use to help pay the annual garage operating payments. The public parking time limit will be 7am-5pm and the rest of Downtown is 8am – 6pm. It's because the evening public parking in other spaces in the garage are available from 5pm - 7am so wanted to be consistent with that. The public parking (marked in blue) is mostly on the 2<sup>nd</sup> floor. Residents have a few spots on each level.

- b. LURA Board of Directors – letter from Longmont Urban Renewal Authority from Tony Chacon. They are reconstituting their Board of Directors. We do have some overlapping property within the Urban Renewal District. Do we want to be the Special District Board member? Anyone interested? Seems like we should since there's some overlap. Board asked to find out more details about position. If we are interested, we would need to contact all the other districts as well.

Motion: Kirsten Pellicer moved for Kimberlee to send a letter to the other districts stating our interest.

Wes Parker seconded the motion. The motion passed unanimously.

## 7. OLD BUSINESS

## 8. LONGMONT CREATIVE DISTRICT UPDATE

- a. Membership – set a goal of adding 151 individual members by the end of 2022. An individual member is a \$100 annual membership. The LCD would also offer an option for Creative District Membership for creatives. This inaugural year would be a \$35 membership and if they participate in at least 5 activities, etc., the membership would be rolled over to next year.

## 9. FINANCE REPORT

- a. Budget – Kimberlee presented information on a new data collection source called Placer.ai. It works with mobile phone data of people using their apps and they have permission to do geolocating on these people. They work with 200 municipalities right now. They track how people move through a physical environment. Kimberlee showed a 2019 report they provided us. Visits 3.5m / 571k people / frequency is 6 times per year. Also showed a heat map of the trade area to see where people are coming from. Friday and Saturday are highest visit days. Other data included hourly visits with peak times, travel routes, property overviews, income levels, where they come from and where they go after. The cost is \$11,000 annual. Could be very valuable for marketing efforts and a development activity tool. Kristen asked if they can see who visited our website and then visited Downtown? Can they come up with a formula for spending? Kimberlee will ask. Would this replace a pedestrian counter? No. That is still needed to count pedestrians on the sidewalk. The board recommended that we need a plan to use the

data first before going forward. Ask others who could potentially use the data to help invest in the cost. Visit Longmont would be a benefactor of this service. This could be useful for the annual Creative District Reporting. Kimberlee asked if anyone wanted to sit in on another discussion about its capabilities. Kirsten is interested.

#### 10. EXECUTIVE DIRECTOR'S REPORT

- a. Parking – will the Elk's still be interested in leasing their 3 rows of space? They are exploring using a Park Mobile app for their parking spaces. Not sure anyone would pay to park when a free lot is next door. As part of Coffman St. Busway Project, having more public spaces would be great. Could be an interesting test to see how Park Mobile works. Continue to work with planning and transportation to look at parking system-wide. Follow up meetings include reviewing the 2016 Parking Study and meeting with Laz and Park Mobile.

Chris McGilvray mentioned the P-Tech Business Program – SVVSD partners with FRCC and offers 2 programs currently. In Fall 2023 they are launching a Business P-Tech with Longmont High School. Part of P-Tech experience is internships. City of Longmont is partnering in the program. Good way to help recruit people for the City.

11. ITEMS FROM STAFF – Del Rae said the parklets were installed this week and it went smoothly.

12. BOARD MEMBER COMMENTS – Shiquita said the Longmont Museum needs people and pays \$20/hr for weekends in July and August. She is also managing the Juneteenth event in Roosevelt Park on 6/19/22.

13. ADJOURN – 5:46pm

**Motion** to adjourn the meeting: Wes Parker moved to adjourn the meeting at 5:46 pm, Kirsten Pellicer seconded the motion. The motion passed unanimously.